

Message Text

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PAGE 01 BOGOTA 01511 162106Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W
-----162137Z 068702 /63

R 161630Z FEB 77
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 9924
AMCONSUL CALI
AMCONSUL MEDELLIN
AMCONSUL BARRANQUILLA
AMEMBASSY QUITO
AMCONSUL GUAYAQUIL

UNCLAS BOGOTA 1511

E.O. 11652: N/A
TAGS: BEXP, CO
SUBJECT: ILLINOIS IOGA AGRICULTURAL EQUIPMENT TRADE MISSION
TO CALI, COLOMBIA

REF: BOGOTA 1210

1. MISSION SCHEDULE: MISSION MEMBERS ARRIVED CALI ON
FEBRUARY 2ND AT 8:00 P.M. AND WERE MET AT AIRPORT BY MR.
ROY APEL, CONSUL; JULIO DE SOTO, CONSULATE COMMERCIAL
ASSISTANT; AND RICARDO ALDANA, EMBASSY COMMERCIAL ASSISTANT
WHO ARRIVED IN CALI THAT MORNING TO ASSIST IN FINAL ORGANIZA-
TION OF MISSION VISIT. UPON THEIR ARRIVAL MISSION MEMBERS
WERE GIVEN WELCOME KITS WHICH INCLUDED INDIVIDUAL APPOINTMENT
SCHEDULE, GUEST LIST FOR THE RECEPTION, AND DATA ON CALI AREA.
ALSO, INFORMATION ON FIRMS AND INDIVIDUALS HAVING
APPOINTMENTS WITH MISSION MEMBERS WAS INCLUDED. MISSION
MEMBERS HAD A FULL SCHEDULE OF APPOINTMENTS ON FEBRUARY
3RD AND 4TH AND DEPARTED FOR QUITO FEBRUARY 5TH.

2. MISSION ACTIVITIES: MISSION MEMBERS HAD A TOTAL OF
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ABOUT 70 APPOINTMENTS WITH IMPORTERS, AGENTS, DISTRIB-
UTORS, AND MANUFACTURERS OF AGRICULTURAL MACHINERY AND
EQUIPMENT. MS. CHRISTINE HOFFSTETTER AND MR. HENRY
SMALLWOOD HAD THREE APPOINTMENTS WITH LOCAL BUSINESSMEN.
NO SHOW RATE WAS VERY LOW AND MISSION MEMBERS STATED
THAT OBJECTIVES HAD BEEN MET, IN SOME CASES BEYOND
EXPECTATIONS. AS WELL, ALL PARTICIPANTS PRAISED THE

ORGANIZATION AND MANAGEMENT OF THE MISSION BY THE EMBASSY AND CONSULATE STAFF. THE NIGHT OF FEBRUARY 3RD, MISSION MEMBERS ATTENDED A RECEPTION HOSTED BY THE CONSUL AT THE SALON CAUCA, INTERCONTINENTAL HOTEL. ABOUT 45 PEOPLE FROM GOVERNMENT, INDUSTRY AND TRADE SECTORS ATTENDED.

3. PRESS COVERAGE AND USIS SUPPORT WERE EXCELLENT. SEVERAL ARTICLES WITH PHOTOS APPEARED IN CALI NEWSPAPERS.

4. INFORMATION OBTAINED DIRECTLY FROM MISSION MEMBERS DURING DEBRIEFING INDICATED THE FOLLOWING RESULTS: A. MR. BOB PARSONS - PARSONS MANUFACTURING INC. - 10 APPOINTMENTS. ALL OBJECTIVES OF HIS VISIT WERE MET. AS RESULT OF HIS VISIT TO CALI HE NOW HAS A GOOD IDEA OF THE DIRECTION HE SHOULD GO IN MARKETING HIS PRODUCTS IN COLOMBIA. HE BELIEVES THAT A SALES REPRESENTATIVE AGREEMENT WITH A LOCAL FIRM WILL BE THE FIRST STEP HE WILL TAKE IN ORDER TO PENETRATE THE MARKET. B. ROBERT WRIGHT - SPECIALIZED PRODUCTS - 12 APPOINTMENTS - MR. WRIGHT ESTIMATED THAT IN A TWELVE MONTHS PERIOD HE WILL SELL \$500,000 AS A RESULT OF THE MISSION. ALL OBJECTIVES OF HIS TRIP WERE MET. C. MR. THOMAS SLATTERY - SPECIALIZED INTERNATIONAL - 28 APPOINTMENTS - MR. SLATTERY REPORTED THAT HE DEVELOPED EXCELLENT LEADS FOR EXPORT SALES, SALES REPRESENTATIVE ARRANGEMENTS, AND LICENSEE AGREEMENTS. HE FORESEES GOOD POSSIBILITIES OF SALES OF ABOUT \$200,000, ESTABLISHING FIVE SALES REPRESENTATION AGREEMENTS AND TWO LICENSEE UNCLASSIFIED

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AGREEMENTS IN A TWELVE MONTHS PERIOD. D. DMR. WALDER YALE - AG-RAIN - 15 APPOINTMENTS - MR. YALE REPORTED THAT HE WAS VERY SATISFIED WITH THE NUMBER AND CALIBER OF APPOINTMENTS INCLUDING POTENTIAL DISTRIBUTORS, END USERS AND GOVERNMENT OFFICIALS WITH SPECIFIC INTERESTS IN IRRIGATION SYSTEMS. HE STATED THAT HE WAS NOT IN A HURRY TO APPOINT A SALES REPRESENTATIVE SINCE HE HAS TO MAKE A CAREFUL SELECTION OF THE FIRM AND DECIDE WHETHER TO NAME ONE FIRM FOR THE WHOLE COUNTRY OR HAVE SEVERAL REPRESENTATIVES IN COLOMBIA. E. MR. ROBERT PAULY - BIG WHEELS INTERNATIONAL - 7 APPOINTMENTS - MR. PAULY INDICATED THAT ALL HIS OBJECTIVES WERE MET. HE STATED THAT THE MAIN PURPOSE OF THE TRIP WAS TO LOOK FOR A SALES REPRESENTATIVE, BUT THAT SELECTION OF THE LOCAL FIRM WILL TAKE PLACE DURING A FUTURE VISIT. HE REPORTED A TOTAL OF SEVEN POTENTIAL LEADS FOR EXPORT SALES AND SALES REPRESENTATIVE AGREEMENTS. SANCHEZ

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Event:
Disposition History: n/a
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Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BOGOTA 1210
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 12-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3311165
Secure: OPEN
Status: NATIVE
Subject: ILLINOIS IOGA AGRICULTURAL EQUIPMENT TRADE MISSION TO CALI, COLOMBIA
TAGS: BEXP, CO
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9c1d4bc6-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009